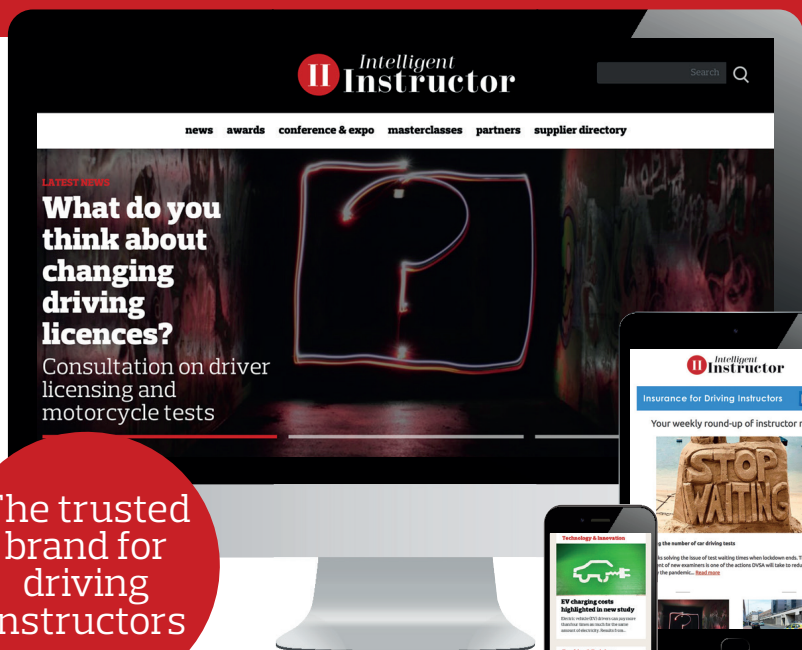




Intelligent Instructor

Digital media pack



The trusted
brand for
driving
instructors

Company background

Intelligent Instructor was established in 2015, initially as a monthly trade magazine, but has now grown to become a digital and events business. It's now the leading publisher at the heart of the driving instructor industry, delivering credible, independent content to driver trainers.

intelligentinstructor.co.uk is a news-based website attracting over 5,500 unique users per month. 7,500+ instructors are registered to receive the weekly **Intelligent Instructor e-newsletter**, from third parties. A growing audience of 4,500+ follow on Facebook.

Intelligent Instructor is proud to partner with the UK's largest driving instructor association; the ADINJC; to run the **ADINJC & Intelligent Instructor National Conference & Expo** and the **ADINJC & Intelligent Instructor Conference & Expo South**. These one-day, free to attend events sees the largest gathering of instructors in the UK in May and October. Over 1,500 instructors will attend these events, with up to 50 exhibitors at each showcasing their products and services.

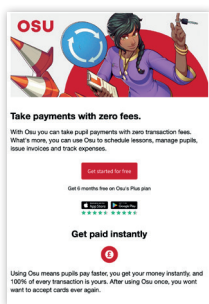
The **Intelligent Instructor Awards** are highly sought after and credible, digitally-based awards, rewarding the best in class for instructors, driving schools and suppliers within the industry.

Intelligent Instructor offer six digital advertising channels

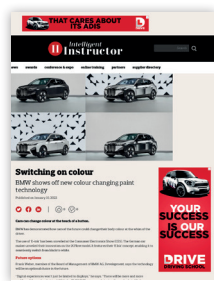
Intelligent Instructor can run campaigns to put your brand in front of an engaged online audience of driving instructors, offering powerful branding opportunities and trackable response. **Intelligent Instructor** offer six digital advertising channels.

Website partnership – benefit from the full blend of digital touch points over a 12-month period: sector exclusivity on website display adverts, 'Partner' landing page, eshots x6, Facebook boosted posts x6, native advertising x6, newsletter display adverts x12, supplier directory premium listing x3.

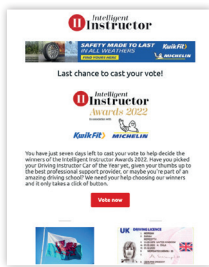
- **Eshots:** broadcast your marketing messages directly into the inbox of 7,500+ driving instructors. The HTML email is 'Sent' by Intelligent Instructor with your own subject line. Our trusted brand guarantees exposure to your target market with an incredibly strong average open rate of 40% (Jan – Dec '21).



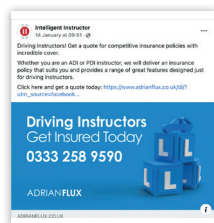
- **Display advertising:** leaderboard, double MPU and MPU advertising units on intelligentinstructor.co.uk, offering unrivalled branding opportunities.



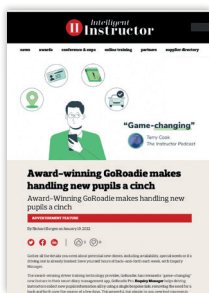
- **Newsletter:** broadcast weekly to our 7,500+ driving instructor database each Friday afternoon. Available ad units include a leaderboard ad and MPUs. Newsletter average open rate 36% (Jan – Dec '21).



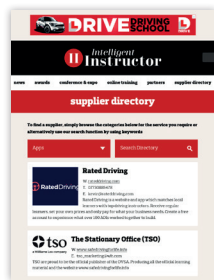
- **Facebook boosts:** run a promotion via a social media 'boosted' post to reach 10,000 instructors via Facebook, whilst having this message appear on Intelligent Instructor's feed which has 4,500+ followers.



- **Native advertising:** up to 500 words of sponsored content including links, images, logos and video, promoted prominently from the home page, via 'News' and receiving a prominent position on that week's newsletter.



- **Supplier directory:** the largest directory of industry products and service providers. Promoted on website main nav bar, an enhanced listing sits towards the top of the category and includes a 25-word company description, logo, video link and full contact details.



intelligentinstructor.co.uk display advertising

intelligentinstructor.co.uk offers select display advertising opportunities throughout the site via leaderboards, double MPUs and single MPUs allowing your brand to engage with our online audience.

- 5,524 monthly unique users,
12,060 monthly page views
(Google Analytics period 1st Jan – 31st Dec '21)

Sites and placements

The Leaderboard and MPU 3 slots are run of site, with MPU 1, MPU 2 and the the Double MPU appearing on the main sections: 'News', 'Features' and 'Car Reviews'. The Double MPU also appears in 'Magazine' and 'Competitions'.

- **Leaderboard** 728(w) x 90px(h)
Prime position, above masthead
- **Double MPU** 300(w) x 600px(h)
Prime position, above the fold, the largest of ad sizes is positioned next to editorial in the right-hand column
- **MPU 1** 300(w) x 250px(h)
The most prominent MPU appears as the first ad slot within the article and below the fold
- **MPU 2** 300(w) x 250px(h)
Appears below the fold and is the second ad slot within the article
- **MPU 3** 300(w) x 250px(h)
Appears run of site, positioned at the foot of each page

- **Native advertising** – highlighted as sponsored content, the story/article is displayed as a promotional panel on the home page, within a prominent place in the 'News' section and promoted via the **Intelligent Instructor newsletter**.

LEADERBOARD

JOIN THE DRIVING SCHOOL

Intelligent Instructor

news conference & expo masterclasses partners supplier directory awards

EV sales see global rise
Europe leads the EV revolution
Published on May 10, 2023

European nations are leading the way in new Electric Vehicle (EV) sales. This is despite the emergence of Western China as the biggest market for EVs.

According to data provided by **Trading Economics**, 117 countries have reported EV sales, with China accounting for the highest share at 30%.

Europe charged up
Electric vehicles have become more popular in recent times, accounting for 4.2% of the world's total light-vehicle sales in 2022 compared to just 2.1% in 2021. Only nine countries achieved an EV share of 10% or higher in 2022, with 2022 EV sales were also to come from the EV market of new light-vehicle sales.

ADP
National Association for Public and Private
[Image of a person]

MPU1

More than 10 million EVs were sold in 2022, up from 6.5 million in 2021. China is the world's largest EV market, accounting for 30% of total sales. Europe is second, with 25% of total sales. The UK is third, with 10% of total sales.

DOUBLE YOUR INCOME!
[Image of a piggy bank]

MPU2

Europe plugs in
The top 10 countries with the highest EV share of new light-vehicle sales in 2022 were all European. China is the first country outside of Europe to feature in the rankings with 4.2%, for the 10th highest share in the world. Despite being the largest market for EVs in terms of total sales, Russia, the UK, as well as the top 10 countries at just 2.1%.

Related articles

Record number of races on Britain's roads
The British Open is the first and most prestigious of the four major golf tournaments. It is the only one that is held on a public course.

Black box car insurance
Insurance policies offer young drivers a chance to save money on their car insurance.

How close is your car? Car prices are nearly four times higher than a toilet seat
The average new car in the UK costs £28,000, which is nearly four times the price of a toilet seat.

At least 100,000 member plates online since 2013
A new study has found that more than 100,000 member plates have been issued since 2013. The study found that the number of member plates issued has increased by 10% since 2013.

newsletter
Get the latest information from II straight to your inbox

subscribe
A NEW MEMBERSHIP FOR 2023
[Image of a magazine]

MPU3

Supplier directory

The **'Supplier Directory'** is the most comprehensive listing of industry suppliers to the ADI market. All known suppliers receive a free basic listing, company name and URL within the relevant category.

Companies can upgrade to a premium listing (25-word company description, logo, embedded video link and full contact details).

Premium listings are placed towards the top of the relevant category, rotating with other enhanced listings and above all free listings.

Intelligent Instructor

supplier directory

To find a supplier, simply browse the categories below for the service you require or alternatively use our search function by using keywords

Car Buying Search Directory

Marmalade Network
W www.instructorcars.co.uk
T: 0333 323 2615
E: info@marmaladenetwork.co.uk
Browse our wide range of brand new, dual controlled tuition cars, all with low deposits and flexible payment options!

Autotrader
W www.autotrader.co.uk

Carwow
W www.carwow.co.uk

newsletter **subscribe**

Get the latest information from II straight to your inbox

Insurance for Driving Instructors

A NEW MEMBERSHIP FOR ADIS

Intelligent Instructor newsletter

Intelligent Instructor newsletter broadcast weekly to over 7,500 driving instructors who have opted-in to **Intelligent Instructor**. Each news story links straight to **intelligentinstructor.co.uk** with each display advert linking to the client's website. Native advertising is promoted via the newsletter and links through to the full article on **intelligentinstructor.co.uk**.

Intelligent Instructor

news events conferences & expo online training partners supplier directory

Is ADI Training fit for purpose?

This is the fourth article about ADI training and whether or not it's fit for purpose in 2021.

Published on November 18, 2020

YOUR SUCCESS IS OUR SUCCESS

DRIVE DRIVING SCHOOL

BANNER

NATIVE ADVERTISING

Intelligent Instructor newsletter ad sites

■ Banner 560(w) x 69px(h)

The most prominent ad site towards the top of the newsletter

■ MPU 300(w) x 250px(h)

One of three adverts appearing in the newsletter

■ Native advertising

Appears as a sponsored news story within the newsletter and promoted on 'the home page' and within 'News/Features' on the website.



Advertising prices (Price per month. All prices are subject to VAT)

intelligentinstructor.co.uk

	1 month	3 months	6 months	12 months
Website partnership	–	£2,500	£2,250	£1,750
Leaderboard* 728(w) x 90px(h) & 320(w) x 100px(h)	£750	£700	£625	£500
Double MPU* 300(w) x 600px(h) & 320(w) x 100px(h)	£625	£575	£500	£450
MPU 1 300(w) x 250px(h)	£425	£400	£375	£325
MPU 2 300(w) x 250px(h)	£325	£300	£275	£225
MPU 3 300(w) x 250px(h)	£375	£350	£325	£275
Native advertising**	£650	£625	£575	£500
Supplier Directory Premium Listing***	–	£149	£125	£99

Intelligent Instructor newsletter

	1 month	3 months	6 months	12 months
Banner 560(w) x 69px(h)	£350	£325	£300	£275
MPU 300(w) x 250px(h)	£250	£225	£200	£175

Eshots (7,000+ ADIs)

Number of sends	1	3	6	12
	£795	£695	£625	£575

Facebook boosts**** (10,000+ ADIs)

Number of boosts	1	3	6	12
	£400	£350	£300	£250

* A secondary ad size needs supplying to allow it to be displayed correctly on mobile

** Up to 500 words of sponsored content including links, images, logos and optional video link

*** Company name, logo, 25-word company description, contact name, email, phone number, website and optional video link. The listing will be replicated in Intelligent Instructor magazine.

**** We suggest the message supplied contains 150–250 characters, one landscape image (1200px x 628px) and url

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